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6283

BETTER BLOOMING BULBS

HEBERLING'S GLADIOLUS

CORN BELT GROWN

Incorporated

J. H. HEBERLING Easton, Ill., U.S.A.

(Return Postage Guaranteed if Not Delivered)

GLADIOLUS

DUTCH HYACINTHS

Sec. 562, P. L. & R.

U. S. POSTAGE

PAID

Easton, Illinois

Permit No. 1

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HEBERLING'S GLADIOLUS

CORN BELT GROWN

INCORPORATED

J. H. Heberling

President

Easton, Illinois, U. S. A.

J. S. Heberling

Secretary and Treasurer

SEPTEMBER 1, 1948

DIGGING TIME PRICES

GREETINGS AND THANKS TO OUR OLD CUSTOMERS and GREETINGS TO OUR NEW CUSTOMERS:

OUR GUARANTEE. We guarantee all bulbs purchased from us to be true to name, up to size and free of disease and insect pests. So certified by Chief Plant Inspector of the State of Illinois.

EXTRAS. Extras will be included in all orders in proportion to the size of the order.

SHIPMENTS. Your acknowledgement card will carry the approximate shipping date. We will make every effort to give satisfactory service.

SIZE. All bulbs listed below are blooming size.

What Others Say:

June 21st, 1948

"The gladiolus I bought from you this past spring are the most beautiful ever seen in our town. I got over one thousand and they are all prize winners."

Sincerely, M. M. M., Lexington, Miss.

Gentlemen:

"Answering your card of March 27, 1948 suggesting that I return my order of Glad. bulbs if not satisfied because of substitution. I want to say I had the loveliest Glads that I have ever grown. Please mail list as soon as possible."

August 8th, 1948
Yours sincerely, C. H. S., Clinton, Ill.

RECENT AUSTRALIAN AND NEW ZEALAND RELEASES (Prepaid Offer)

We take great pride in offering you the cream of recent "Down Under" originations. Many of our bulbs are grown from bulblets, others from 6s. All bulbs offered are the product of our own garden this season and should be acclimated. Descriptions are mostly those of the originators.

Bulbs of varieties preceded by this sign (*) can be supplied in quantities of 10 at 8 times the single price. 3 or more bulbs or bulblets at 10 rate. 10 bulblets at 8 times single price. 100 bulblets at 8 times 10 price. 25 or more at 100 rate.

*ALL GLORY (Toon '42). A large, ruffled tangerine orange with royal purple blotch. Excellent placement and propagator.

Per each: Large .75; Medium .50; Small .30; Bblts. 10 .60

ANN STRALIA BOTH (Both '45).—A delicate salmon and yellow which comes to us as a greatly improved Rose Marie Pfizer. Perfectly placed large florets are rigidly held on tall stiff spike.

Per each: Large \$1.50; Medium \$1.00

A.N.Z.A.C.S. 1942 (Both '43). A large ruffled white on a very tall, wiry stem.

Per each: Medium \$1.00; Small .75

*AUNT DAISY.—Variegated pink and buff that has eight to ten open on a 22-bud spike in New Zealand.

Per each: Large \$1.00; Medium .75; Bblts. 10 for 30c

*BERNADINE (Errey '45). Glowing orange scarlet exhibition, opens up to 10 at one time. A splendid general purpose variety.

Per each: Large \$2.00; Med. \$1.50; Sm. \$1.00; Bblts. 1 .20

BLUE ORCHID (Both '45). A large lightly ruffled blue. Excellent color but sometimes crooks in extreme heat.

Per each: Large \$1.50; Medium \$1.00; Small .60

*BUSHFIRE (Pupich '47). Medium to large formal. Texture, attachment, and stem excellent. Color is smoky old rose, overlaid bright brick red with a large creamy blotch. Strong vigorous grower and heavy propagator. A real novelty which was awarded a F. C. A. at N. Z. National Test Gardens, 1947.

Per each: Large \$2.50; Medium \$1.75; Bblts. 1 .25

*C. H. A. LINEAU (Both '45). A combination of Harmau & St. Edward (its parents). It has inherited the perfect exhibition spike of St. Edward and is a decided improvement in color.

Per each: Large \$2.50; Med. \$1.75; Sm. \$1.00; Bblts. 1 .25

*CONDUFF (Both '43). A shade lighter than Harmau with a more fiery blotch.

Per each: Large \$1.00; Medium .75; Bblts. 10 .80

*D. BOTH'S MEMORY (Both '42). Tall, erect, perfect exhibition spikes with florets that are wide open and ruffled. Green bud opening to a beautiful ruffled cream. Grand champion S. A. G. S. in '41 and '46.

Per each: Large .50; Medium .35; Bblts. 10 .40

*DAUNTLESS (Errey '40). Giant pale pink with petunia throat. One of the most consistent winners of championships in Australia today.

Per each: Large .50; Medium .30; Small .20; Bblts. 10 .40

*DEVON (Errey). A magenta purple exhibition variety that opens 10.

Per each: Large \$1.00; Medium .75; Small .50; Bblts. 10 .80

*EVENING BELLS. A deeper color than Picardy with small cherry blotch.

Per each: Large \$1.00; Medium .75; Small .50; Bblts. 10 .80

*GAY LADY. Lilac mauve with deeper marking, white blotch.

Per each: Large .50; Medium .30; Small .20; Bblts. 10 .40

*GAY LALLY (Toon '46). A highly recommended hermosa pink, flushed deep rose with a heavy lilac overcast and striking pansy purple blotch.

Per each: Large \$2.00; Med. \$1.50; Small \$1.00

*GOLDEN BEAUTY (Coates '44). Very large new golden yellow. Opens many florets in good condition. The most promising new yellow from "Down Under."

Per each: Large \$2.00; Medium \$1.50; Small \$1.00

*HILL CREST (Brown). Bright rosy pink with faint markings of deeper rose on edge of petals. Vivid throat marking of deep cerise. Large wide open florets up to 7 inches across. Good propagator.

Per each: Large .50; Medium .30; Small .20; Bblts. 10 .40

*IBIS (Pfizer). A large, ruffled tangerine orange with a large white blotch. Excellent placement and propagator.

Per each: Large \$1.50; Medium .75; Small .50; Bblts. 10 .60

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| Variety | Per | Large | Medium |
|---|-----|-------|--------|
| HUNTRRESS (Jack). Large early lavender. Very good. | 10 | .50 | .30 |
| IRAK. A very large gray. | 3 | .15 | |
| | 10 | .50 | |
| JEANIE (Pruitt). A large beautiful pink with cream throat. Early. | 10 | .20 | .20 |
| JUNE DAY (Roberts). A new commercial pink. Said to be very early. 5 blbts. 50c. | 10 | 1.00 | .60 |
| KING ARTHUR (Arenius). Rich highly ruffled lavender. | 3 | .20 | .20 |
| KING CLICK (Wilson). An immense red with long flower head. | 2 | .20 | .25 |
| KING LEAR (Palmer). An intensely ruffled tall purple. Very good. | 3 | .20 | .25 |
| KING TAN (Wilson). A large rosy tan. Long flower head. | 2 | .20 | .15 |
| KING WILLIAM (Schenetsky). A large outstanding pink. | 3 | .25 | .15 |
| KLONDIKE (Snyder). A good formal deep yellow. Very good. Blbts. 2 30c | 10 | 1.50 | 1.00 |
| LADY BOO (Graff). Tall shell pink. Blbts. 8 25c | 1 | .40 | .25 |
| LADY JANE (Lake). Probably the best commercial cream. | 3 | .20 | .15 |
| LANCASTER (Palmer). One of the best purples. | 10 | .60 | .35 |
| LANTANA (Palmer). Very rich orange yellow. | 2 | .20 | .15 |
| LAVENDER & GOLD (Baerman). Not large but a beautiful early lavender. | 2 | .20 | .15 |
| LAVENDER PRINCE (LaSalle). One of the tallest and richest lavenders. Very good. | 10 | .25 | .15 |
| LEADING LADY (Johnson). Probably the best commercial and exhibition white. | 2 | .25 | .15 |
| MAID OF ORLEANS. Very popular commercial white. | 10 | 1.00 | .60 |
| MARGARET BEATON (Twomey). Very large white with blotch. | 3 | .20 | .15 |
| MARGARET FULTON. A popular early pink commercial. | 3 | .15 | .15 |
| MARSAILLAISE. Large heavy spike of deep crimson. | 10 | .60 | .35 |
| MARTHA DEANE (Guille). A tall ruffled yellow with eight open. | 1 | 1.25 | .75 |
| MASTER MYRON (Krueger). A tall flashing red. | 3 | .20 | .15 |
| MINSTREL (Palmer). A huge lavender pink. | 1 | .50 | .40 |
| MINUET (Coleman). Most popular lavender. | 10 | .70 | .45 |
| MISS BLOOMINGTON. A good early yellow. | 3 | .15 | .15 |
| | 10 | .50 | .30 |

| Variety | Per | Large | Medium |
|---|-----|-------|--------|
| MISS WISCONSIN (Krueger). A very rich and beautiful rose. Large flower. | 1 | .35 | .25 |
| MOTHER KAEL (Kadel). A very pure, clear and rich yellow. Good. | 3 | .20 | .15 |
| MYRNA FAY (Lins). A very good lavender. | 1 | 1.00 | .60 |
| OCTOBER SUNSHINE (Quackenbush). A light orange full of sparkle and sunshine. Good. Blbts. 5 for 40c. | 10 | 1.00 | .50 |
| OLIVE MARIE BROWN. Rich bronzy yellow prim. | 3 | .15 | .10 |
| OREGON GOLD (Maj.). A very large and very good light yellow. Ruffled. | 10 | .50 | .30 |
| ORIENTAL PEARL (Carlson - Puerner). A giant clear cream with seven-inch florets. Up to 24 buds. Blbts. 10 for 50c. | 1 | .50 | .40 |
| PANDORA (B. Palmer). A very outstanding light pink. | 2 | .20 | .15 |
| PHANTOM BEAUTY (Bastian). A commercial and exhibition pink that is much above the usual standard class. Outstanding. Blbts. 1 for 25c; 10 for \$2.00. | 1 | 4.00 | 2.50 |
| PICARDY (Palmer). One of the most popular pinks. | 3 | .20 | .15 |
| PINK CHARM (LaSalle). Soft, water-melon pink. | 10 | 1.00 | .70 |
| PINK PICARDY (Earl. A darker Picardy). | 2 | .20 | .15 |
| PINK RADIANCE (Quackenbush). A splendid commercial. The right shade | 10 | .80 | .50 |
| PRESTIGE (Winsor). An excellent ruffled light pink. Very good. | 2 | .20 | .15 |
| PURPLE SUPREME (Wilson). Tall purple with eight to ten open. | 2 | .25 | .15 |
| QUEEN CHARLOTTE (Dowling). Very clear pure yellow with deeper throat. Many open. Blbts. each 75c. | 1 | 1.00 | .50 |
| R. B. An immense rose and mahogany smoky. 7 1/2-in. florets. | 2 | .20 | .15 |
| RED CHARM (Butt). Outstanding crimson. Outstanding exhibition. | 2 | .20 | .15 |
| RED LIGHTNING. Flaming red with white throat. | 10 | .50 | .30 |
| RED PHIPPS. Tall light red. | 3 | .15 | .15 |
| RED RASCAL (Graff). A large red of exhibition class. | | | |
| RED WING (Wright). A new scarlet of great promise. Tall spike, 6-in. florets with 10 open. Blbts. 1 for 30c; 10 for \$2.50. | | 2.50 | 1.50 |
| REWI FALLU. Giant deep red. | 3 | .20 | .15 |
| RIO RITA (Lins). A beautifully ruffled large orange variety. | 2 | .25 | .15 |
| | 10 | 1.00 | .60 |

| Variety | Per | Large | Medium |
|---|-----|-------|--------|
| ROMAN GOLD. Tall orange and gold variety. | 3 | .15 | .15 |
| SANDRA. Large cream and buff. | 3 | .20 | .20 |
| SENSATION. An extremely large flower and spike of rose pink. | 3 | .20 | .20 |
| SILVER WINGS (Ritsema). A creamy white sport of Picardy. Very outstanding. | 1 | .50 | .30 |
| SNOW CRUISER (Evans). A pure white without markings. Bblts. 5 for 60c. | 1 | 1.25 | .75 |
| SNOW PRINCESS. Outstanding white and very good commercial. | 3 | .15 | .16 |
| SPIC & SPAN (Carlson-Puerner). The outstanding introduction of 1946. Rich salmon pink, highly ruffled and many open. Splendid exhibition and commercial. Blbts. 2 for 25c; 10 for \$1.20. | 1 | 1.75 | 1.50 |
| SPOTLIGHT (Palmer). Tall yellow with red blotch. | 10 | 1.60 | 1.00 |
| STOPLIGHT (Lins). Large bright red. | 2 | .20 | .20 |
| TARAWA. Large soft scarlet with velvety blotch. Bblts. 6 for 50c. | 10 | .80 | .50 |
| THRILLER (Evans). Red with cream blotch. Very tall. | 1 | .40 | .25 |
| TRALEE (Krueger). Very light rose of merit. Bblts. 5 for \$1.00. | 10 | 1.60 | 1.20 |
| TROJAN (Snyder). Large coral pink. Good for exhibition and commercial purposes. Bblts. 2 for 30c; 10 for \$1.25. | 1 | 1.50 | 1.00 |
| TRUE LOVE (Klein). A very beautiful shell pink. Large florets, good spike and flower head. Excellent. Bblts. 10 for 30c. | 1 | .40 | .25 |
| TWILIGHT DREAM (Hinskin). Perfectly blended rose, gold and cream. Bblts. 6 for 40c. | 10 | 6.00 | 4.00 |
| VAGABOND PRINCE. A rich smoky Glad with many open. | 3 | .20 | .15 |
| VAN GOLD (Van V.). Deep golden yellow. | 1 | .25 | .15 |
| VENIDA (Milo). A fine tall rose with cream throat. Bblts. 1 25c; 5 \$1.00. | 10 | 2.00 | 1.25 |
| VIRGIN (Lins). A large new pure white, generally of perfect placement. Bblts. 5 for 35c. | 10 | 6.00 | 4.00 |
| VULCAN. A good purple with large florets. | 10 | 1.00 | .60 |
| WANDA. Cream sport of Picardy, and very good. | 3 | .20 | .15 |
| WHITE GOLD (Scheer). A very tall pure cream and very large florets. | 10 | .80 | .50 |
| YELLOW PARADISE. A very good tall medium yellow. Very clear. | 2 | .20 | .15 |
| | 10 | .80 | .50 |

A LOT FOR YOUR MONEY

(F. O. B. EASTON, ILLINOIS)

• PRICES ARE PER 25 BULBS. (ALL BLOOMING SIZE BULBS.)

| Variety | No. 1 | No. 2 | No. 3 |
|----------------------------|-------|---------|--------|
| GOLDEN CHIMES—red | \$ | \$ 1.00 | \$.75 |
| BANCROFT WINSOR—orange | 4.00 | 3.25 | 2.50 |
| BLUE BEAUTY—blue | 1.10 | .85 | .70 |
| BUCKEYE BRONZE—bronze | 1.25 | 1.00 | .75 |
| CAPEHEART—pink | 1.10 | .85 | .60 |
| CASABLANCA—white | 1.15 | 1.00 | .75 |
| CHAUMONY—rose | 1.25 | 1.00 | .75 |
| CHRISTABEL—pink | 1.00 | .70 | .60 |
| CORAL GLOW—orange | 1.00 | .70 | .60 |
| DEBONAIR—pink | .85 | .65 | .59 |
| ETHEL CAVE COLE—light pink | 1.10 | .85 | .60 |
| FLORA FARMER—rose pink | 1.25 | 1.00 | .75 |

| Variety | Per | No. 5 | No. 6 |
|-----------------|------|-------|-------|
| LADY BOO | 100 | 6.00 | 5.00 |
| | 1000 | 48.00 | 40.00 |
| LADY JANE | 100 | 1.50 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| LANTANA | 100 | 1.50 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| LEADING LADY | 130 | 4.00 | 3.00 |
| | 1000 | 32.00 | 24.00 |
| MAID OF ORLEANS | 100 | 1.20 | 1.00 |
| | 1000 | 9.00 | 6.80 |
| MARGARET FULTON | 100 | 1.00 | .80 |
| | 1000 | 7.00 | 5.00 |
| MOTHER KAEL | 100 | 1.50 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| OREGON GOLD | 100 | 1.60 | 1.20 |
| | 1000 | 12.00 | 10.00 |
| ORIENTAL PEARL | 100 | 1.50 | 1.00 |
| | 1000 | 12.00 | 8.00 |

| Variety | Per 1/2 Pint | Pint | Quart |
|-----------------|--------------|-------|-------|
| ETHEL CAVE COLE | .75 | 1.50 | 3.00 |
| GOLDEN CHIMES | .75 | 1.25 | 2.50 |
| KING ARTHUR | 1.00 | 2.00 | 3.50 |
| KING LEAR | .75 | 1.25 | 2.25 |
| KING WILLIAM | 1.00 | 2.00 | 3.50 |
| LADY BOO | 10.00 | 18.00 | 30.00 |
| LADY JANE | 1.00 | 2.00 | 3.50 |
| LAVENDER & GOLD | 2.50 | 4.50 | 8.00 |
| LEADING LADY | 3.00 | 5.00 | 10.00 |
| MAID OF ORLEANS | .75 | 1.25 | 2.25 |

| Variety | Per 1/2 Pint | Pint | Quart |
|---------------------|--------------|-------|-------|
| MINUET | 1.25 | 2.00 | 4.00 |
| MOTHER KAEL | 1.00 | 2.00 | 4.00 |
| OREGON GOLD | 1.25 | 2.25 | 4.25 |
| ORIENTAL PEARL | 12.50 | 25.00 | 50.00 |
| PURPLE SUPREME | 1.50 | 2.50 | 5.00 |
| RED CHARM | 2.50 | 4.50 | 8.50 |
| RED LIGHTNING | 1.00 | 2.00 | 4.00 |
| ROMAN GOLD | .85 | 1.65 | .50 |
| SENSATION—rose pink | 1.00 | .80 | .65 |
| SNOW PRINCESS—white | .90 | .70 | .55 |
| VULCAN—purple | 1.70 | 1.35 | 1.10 |
| WANDA—cream | .90 | .70 | .55 |
| WHITE GOLD—cream | 1.10 | .85 | .65 |

| Variety | Per | No. 1 | No. 2 | No. 3 |
|--------------|------|-------|-------|-------|
| HARMAU | 100 | 5.00 | 4.00 | 3.20 |
| | 1000 | 40.00 | 32.00 | 26.00 |
| JEANIE | 100 | 4.00 | 3.20 | 2.40 |
| | 1000 | 32.00 | 26.00 | 20.00 |
| KING ARTHUR | 100 | 4.40 | 3.40 | 2.40 |
| | 1000 | 35.00 | 28.00 | 22.00 |
| KING CLICK | 100 | 8.00 | 6.40 | 5.00 |
| | 1000 | 64.00 | 50.00 | 40.00 |
| KING LEAR | 100 | 4.00 | 3.00 | 2.40 |
| | 1000 | 32.00 | 26.00 | 22.00 |
| KING TAN | 100 | 7.00 | 5.40 | 4.00 |
| | 1000 | 55.00 | 45.00 | 35.00 |
| KING WILLIAM | 100 | 4.00 | 3.20 | 2 |